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To: Microsoft ATR
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Subject: think about the future

People tend to forget this Law of Nature:

Nature does not favor the mundane, nor does it favor the fantastic.
Nature favors that which is probable.

Keeping this in mind, consider these 4 facts:

- 1) E-commerce is already a big thing, and will be even bigger in the future.
- 2) Microsoft has a history of pulling the rug out from under competitors' feet.
- 3) Microsoft wants to be the sole platform of future e-commerce.
- 4) Microsoft wants to be able to helpfully auto-update their software instantly over your broadband connection.

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